

new solutions for managers

tech trends

All on Message

Send out snail mail – to reps, customers, whomever – and what happens? “Even when the information is important, the piece of paper goes into a drawer. People don’t read it,” says Jep Larkin, director of sales communications at Blue Cross and Blue Shield of Florida, Inc. Larkin used to send out lots of paper, and then he discovered something better: “Brainshark gives us an on-demand communications tool that involves voice, video, and text. It’s a better way to interact.”

Key to Brainshark’s success: It’s an easy-to-use multimedia tool. “It’s simple and quick, and we can put together a Brainshark

“We want communication that is available on demand, and that is Brainshark.”

in half an hour,” says Larkin. It is also SaaS – Software-as-a-Service – which means it can be created and viewed on most computers.

Larkin says he uses Brainshark extensively in B2B selling with the many independent agents and brokers who sell Blue Cross and Blue Shield of Florida policies and also directly with prospect groups. “When prospects get a Brainshark, they watch it. It’s something new and different,” says Larkin.

Couldn’t this be done with Webinars? Larkin does not disagree, but for his company, the inflexibility of a Webinar just does not work: “We want communication that is available on demand, and that is Brainshark.”

Larkin says Brainshark is also a “green,”

MyBlueService and Online Tools

BlueCross BlueShield of Florida

Jep Larkin
Director Sales Communications

mobile
Need it. Find it. Go.

Members Only—Requires MyBlueService login

- ▶ Get details and a snapshot of your benefits
- ▶ View an image of ID Card
- ▶ Find a Doctor. Customized OPD to your plan. Map it using your GPS location.
- ▶ Compare Drug Prices. Price a drug, find a pharmacy and map it using your GPS location.
- ▶ Contact Us. Map or click to call a Care Consultant, a FloridaBlue center or 24-hour Nurseline.

Anytime. Anywhere. Any phone.

Blue Cross and Blue Shield of Florida uses Brainshark presentations like this one to communicate important information to its members, agents and brokers.

money-saving alternative to business travel. Before, he gave many presentations in person, incurring travel time and expenses. Now, Larkin often uses Brainshark instead.

The other huge plus: Brainshark is a quantitative-analysis dream. Larkin knows how long a viewer engages and where he or she turns off. “Everything has to be measured now, and with Brainshark we can track viewership. We learn from what we are doing, and Brainshark helps us do it better. It’s helped us make sales; it makes money for us.”

A free version is available for individuals.

myBrainshark Pro, also for individuals, starts at \$9.99 per presentation with advanced features, and volume discounts are available. Multiple-user editions offer still more power, with volume pricing (brainshark.com).

– ROBERT MCGARVEY

 **brainshark™**

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